

AMENDMENTS TO THE SPECIFICATION:

Please add the following new paragraphs after paragraph [0054]:

[0054.1] Such a system could be used by both businesses and individuals to regain contact with customers or people they lost contact with. For example, an online company such as Amazon.com primarily uses Email to send marketing messages, such as its "Hot Deals in Electronics" Email newsletter, to its customers. As subscribers to Amazon's newsletter change their Email addresses, copies of the newsletter sent to their old addresses will be unread and undeliverable, which means Amazon loses potential sales from those customers it lost touch with. By using a service that embodies the present disclosure, Amazon.com could submit its list of customer Email addresses that no longer work and quickly receive back current, working Email addresses for these customers. By doing so, Amazon regains contact with these customers, which allows it to provide better customer service and restore some of the potential revenue it lost. Using such a service would also be much faster, more effective, and most likely less costly than the alternatives of trying to obtain the new Email addresses of these customers by contacting them via direct mail or telephone.

[0054.2] Similarly, an individual could take advantage of a service that embodies the present disclosure to regain contact with a lost friend. For example, John had a crush on Mary in college, but he never did anything about it. After a few years go by, he tries to get in touch with her by sending an Email to the old Email address he has for her, marysmith@aol.com, but it bounces and he gets a message back saying it is an invalid address now. A website that embodied the disclosure described herein could allow John to search on "marysmith@aol.com" and, if sufficient data is in the database, provide him with her current Email address, "maryjsmith@cox.net." John is now able to reach Mary and ask her out on a date.

Please replace paragraph [0055] with the following amended paragraph:

[0055] Notwithstanding these examples, ~~As stated above,~~ while the explanation of this invention references the use of Email addresses as the principle input ("query") and output ("return") from the system, the invention may be used, without limitation, on any type of PII listed in the prior sections.